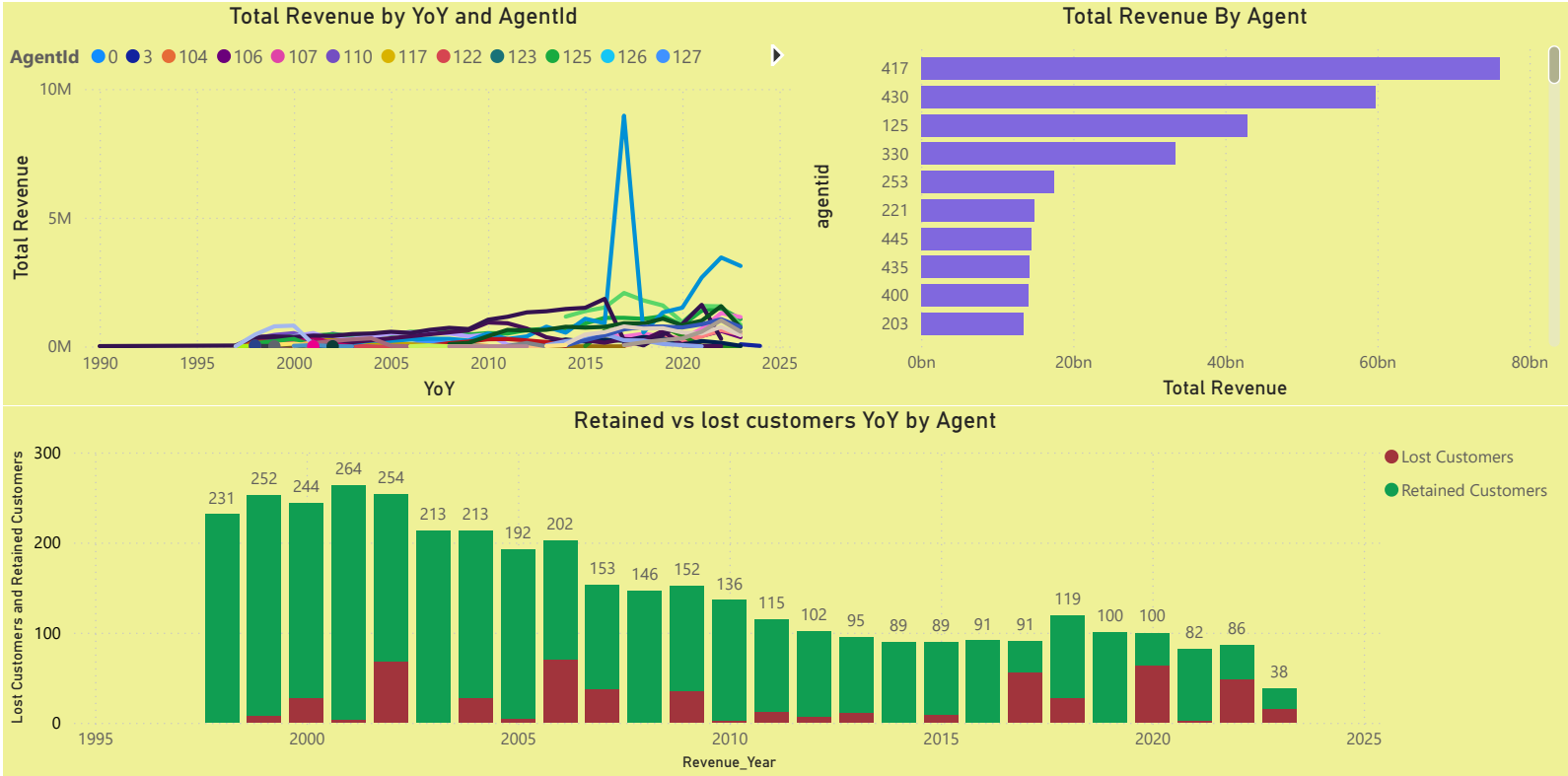




Agent-Centric Metrics



Retention and Attrition Calculation: Retention measures how many customers stayed with the same agent from one year to the next, while attrition measures how many were lost compared to the previous year. Using the ContractTransaction table, the total number of unique customers per agent and year was calculated. The SQL query first groups data by AgentId and Revenue_Year to count distinct customers. It then joins each year's data with the previous year's to compare how many customers continued (retained) or dropped off (lost). Finally, it computes the Retention Percentage as the ratio of current to previous year's customers, and the Attrition Percentage as the share of customers lost from the previous year — helping track customer loyalty and agent performance over time.